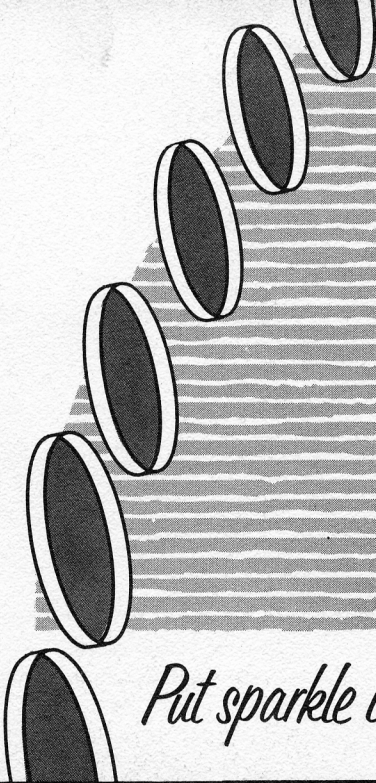
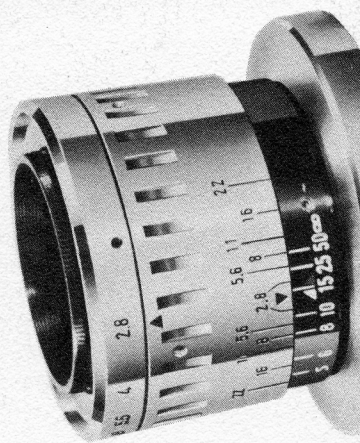




Put sparkle in your pictures with...

FILTER MAGIC



If you're looking for a way to put some "sparkle" into the pictures you've been taking lately . . . something that will pack a real punch . . . a good FILTER or two could do just that!

What's more . . . these circles of colored glass can work this magic with no more effort on your part than it takes to slip one off the lens, and the other one on!

Simple to use . . . with either black-and-white or color film . . . FILTERS help your film "see" the scene you are shooting just as your eye does.

What does that really mean . . . and what can filters do for your pictures?

A MEDIUM YELLOW filter for example, will dramatize those "fleecy" clouds, and give a more natural look to at least 75 % of all black-and-white scenic pictures.

A LIGHT GREEN filter used with black-and-white film will bring out the details in trees and shrubbery, and outdoor portraits taken with this one will have a truly "life-like" look to them.

A POLARIZING filter, to mention another one, (used with either black-and-white or color) will capture dramatic blue skies, and cut down on reflections bouncing off water, glass or shiny surfaces. This filter alone can put both your black-and-white and color pictures in a class by themselves.

The charts on the following pages will help you discover, in a minute's time, how truly simple it is to improve YOUR pictures with the aid of a few simple filters! Select one or two to begin with and add others as you become better acquainted with them.

FILTER GUIDE for **BLACK & WHITE FILM**

Such as Verichrome Pan, Supreme, Plus X, etc.

TO DO THIS	USE THESE FILTERS	AND INCREASE EXPOSURE
<i>take good general scenic and snow shots</i>	MEDIUM YELLOW	1-2 stops
<i>take good foliage shots, indoor and outdoor portraits</i>	LIGHT GREEN	2 stops
<i>make very dark dramatic skies and moonlight effects</i>	MEDIUM RED	3-4 stops
<i>reduce reflections and/or darken sky</i>	POLAR-IZING	2 stops
SPECIAL EFFECTS WITH INFRARED FILM (35mm only) Not generally recommended for normal photo use without red filter.	USE MEDIUM RED FILTER ONLY . . . f/8 at 1/25 second is basic exposure in sunlight . . . exposure meters will not measure infrared light.	

Filters for use with black-and-white film require an increase in exposure. Since each "f/stop" on your camera lens gives approximately twice the exposure of the one before it, changing this stop as suggested in the chart is a convenient way to increase exposure when necessary.

FILTER GUIDE

for COLOR FILM with DAYLIGHT

TO DO THIS	USE THESE FILTERS	AND
<i>take color pictures in sunlight</i>	NO FILTER	To increase exposure properly with filters that require it, follow directions supplied with film and filters of your choice
<i>take color pictures in shade</i>	SKYLIGHT or UV-16	
<i>reduce haze in distant scenes</i>	SKYLIGHT or UV-16	
<i>reduce reflection and darken skies</i>	POLARIZING	

Film manufacturers recommend DAYLIGHT type film for outdoors. If you prefer to use FLASH type film outdoors, use the CONVERSION filter (85C type) recommended by the film manufacturers.

The slight additional exposures required when using some filters with color film (one-third or two-thirds of an f/stop) . . . are simple to make.

Just move the lens setting one-third or two-thirds of the way between the lens opening you would use without a filter and the next largest lens opening. (You increase exposure by moving from large "f" numbers to smaller ones . . . i.e.: f/8 to f/5.6)

FILTER GUIDE

for COLOR FILM with FLASH

TO DO THIS	USE THESE FILTERS	AND
<i>clear flashbulbs with all flash type color film</i>	NO FILTER	To increase exposure properly with filters that require it, follow directions supplied with film and filters of your choice
<i>blue bulbs with all daylight type color films</i>	NO FILTER	
<i>electronic flash with all daylight type color films</i>	NO FILTER	
<i>photoflood bulbs and all flash type color films</i>	82A	

Film manufacturers recommend using FLASH type film for pictures indoors. If you prefer to use Daylight type, use blue flashbulbs such as Press 25B and no filter. Sylvania M2 flashbulbs (with proper reflector) need no filter, and Sylvania SF gas-filled flashbulbs require an 82B type filter with Flash type color films.

When not using your filters, protect them from scratches and chipping . . . keep them clean and free from dust, grease and fingerprints. (A camels hair brush first, and then some lens tissue will work fine.)

To make certain you are able to use accessory filters and close-up lenses with your camera, several manufacturers have provided special "adapter rings" in a wide variety of sizes and types to fit all camera lenses.

Generally the adapter ring slips over the lens mount, or screws into special threads provided just inside the lens mount; they are usually described in terms of "millimeters," which simply indicates the exact diameter of the lens mount.

The filters are most often described by the word "Series" (i.e. Series IV, V, etc.).

If you own an Argus or similar type camera with the same size lens mount, you will find the chart below of considerable help in selecting the proper adapter ring and filter attachments.

adapter ring & lens accessory size

	CAMERA	ADAPTER RING	ATTACHMENT
<i>35mm</i>	C44	Built-in	Series V
	C4	33mm slip-on (screw-in type available)	Series VI
	C3	41mm slip-on (screw-in type available)	Series VI
	A4	30mm slip-on	Series V
	C20	39.5mm slip-on or set-screw	Series VI
<i>Reflex Type</i>	75	28.5mm slip-on	Series V
	Super 75	35mm slip-on	Series VI
	40	30mm slip-on	Series V

Your local photo dealer carries a complete line of adapter rings made by several manufacturers, and he will be very glad to help you select the ones for your camera.

EXTRA FILTER NOTES

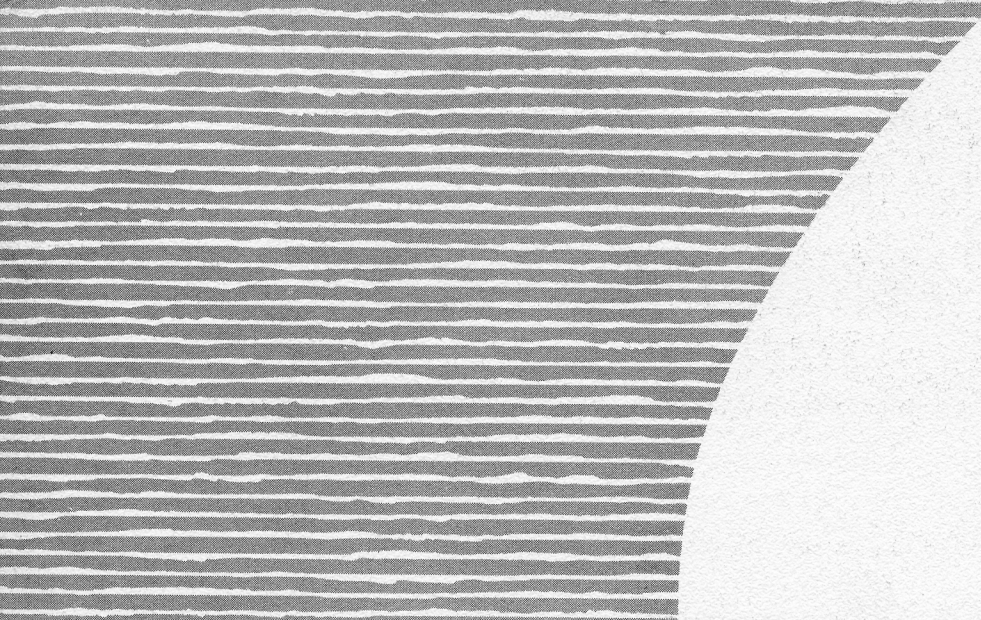
In black-and-white prints, **FILTERS** **LIGHTEN** **SUBJECTS** that are the same color as the filter. For instance, a red filter will cause a red object to look very light in the black-and-white print.

There are four general types of **FILTERS** to use with **COLOR FILMS**.

- 1 **POLARIZING** filters are used to reduce reflections and glare from objects, and to darken skies.
- 2 **ULTRAVIOLET** or **HAZE** filters, such as a Skylight or UV-16, help to reduce the bluish haze found in distant scenes and in pictures taken in the shade.
- 3 **LIGHT-BALANCING** filters, such as an 85-C, change the color of light sources so that you can use color films balanced for different color light.
- 4 **COLOR-CORRECTION** filters, such as a CC-30M, make small and minute changes in the color balance of the transparency, and are most often used in exacting color work.

When using a **FILTER** with a **SUPPLEMENTARY LENS**, install the supplementary lens next to the camera lens, and the filter closest to the subject.

If you use a **LIGHT METER** and a **FILTER**, there is a simple method of compensating for the filter factor. Simply divide the film speed of the film by the filter factor (the factor is listed in the film instruction sheet and the filter instruction sheet). Set this result on the light meter, and use the meter as you usually would. For instance, say you were using Plux X film and a K-2 filter. Normal film speed is 80, and the filter factor is 2. Divide 80 by 2, the result is 40. Set this on the film speed dial on the light meter. Use the meter normally, as the filter factor computation has been allowed for.



If you have any photographic problems with which we can help,
won't you please write to . . .

Educational Services Division

ARGUS CAMERAS

Division of Sylvania Electric Products Inc.

Ann Arbor, Michigan

